

Style Guide & Presentation Outlines

Style Guide Outline

Here's what to include in your group's Style Guide. Each number represents a page. Be sure to include titles for each page.

1. **Page 1:** Title of project and names of group members
2. **Page 2:** Paragraph overview describing the goal of the project
3. **Page 3:** Final Campaign Title and description of the concept behind it
4. **Page 4:** Final Campaign Tagline and description of the concept behind it
5. **Page 5:** Final Logo
6. **Page 6:** Alternate versions of the logo: type & symbol, just type only, just symbol). Show different colors (bw or different color). Different orientations (horizontal orientation, without the tagline, just the symbol)
7. **Page 7:** Show the logo at three different widths (150px, 300px, 500px)
8. **Page 8:** Overview of the colors and the typography you used
9. **Page 9:** Show how not to use the logo
10. **Page 10:** Three mockups that show the logo in use (letterhead, business card, product/object, website/social media, signage, etc)

Presentation Outline

Here are the slides you can create for your presentation to the client. Each number represents a different slide. Be sure to include titles for each slide

1. **Intro Slide:** Title of project and names of group members
2. **Slide 2:** Paragraph overview describing the project
3. **Slide 3:** Images showing the group's research (logos of similar campaigns)
4. **Slide 4:** Logo Sketches from group members
5. **Slide 5:** Final Campaign Title and description of the concept behind it
6. **Slide 6:** Final Campaign Tagline and description of the concept behind it
7. **Slide 7:** Alternate versions of the logo: type & symbol, just type only, just symbol). Show different colors (bw or different color). Different orientations (horizontal orientation, without the tagline, just the symbol)
8. **Slide 8:** Show the logo at three different widths (150px, 300px, 500px)
9. **Slide 9:** Overview of Colors in the logo and the Typography
10. **Page 10:** Three mockups that show the logo in use (letterhead, business card, product/object, website/social media, signage, etc)